

## IN THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

### Listing of Claims:

1. (Cancelled)

2. (Currently Amended) A method, comprising:

receiving one or more bid amounts for a keyword, wherein each bid amount is associated with a telephone directory listing;

returning one or more telephone directory listings responsive to a query by a user associated with the keyword, wherein the responsive telephone directory listings are organized in an order associated with the respective bid amounts of the responsive telephone directory listings;

receiving an indication that a selected telephone directory listing included in the responsive telephone directory listings has been selected; and

~~crediting automatically to a referral service associated with the selected listing a portion of splitting automatically~~ a bid amount received from an advertiser for the selected telephone directory listing between a referral telephone directory listing source associated with the user and an advertiser telephone directory listing source that returned the selected telephone directory listing using web services, including by generating web services transaction messages for a revenue sharing message system;

wherein returning one or more telephone directory listings responsive to the query includes receiving from each of one or more telephone directory listing sources included in a plurality of telephone directory listing sources a corresponding set of one or more telephone directory listings responsive to the query and for each telephone directory listing a corresponding bid amount.

3. (Cancelled)

4. (Cancelled)
5. (Currently Amended) A method as recited in claim 2, wherein the telephone directory listing is one or more of the following: a directory assistance listing and a local business listing.
6. (Previously presented) A method as recited in claim 2, wherein at least one of the one or more bid amounts is based at least in part on a time value.
7. (Currently Amended) A method as recited in claim 6, wherein the time value is associated with a time at which a corresponding telephone directory listing is selected.
8. (Previously presented) A method as recited in claim 2, wherein at least one of the one or more bid amounts is based at least in part on a distance value.
9. (Currently Amended) A method as recited in claim 8, wherein the distance value is associated with the distance between a location associated with a telephone directory listing and a location associated with one or more of the following: the query, the [[a]] user of the query, and the telephone directory listing source.
10. (Currently Amended) A method as recited in claim 2, wherein the telephone directory listings are responsive to the query only if the telephone directory listings are associated with a location within a distance value from a location associated with one or more of the following: the query, the [[a]] user of the query, and the telephone directory listing source.
11. (Currently Amended) A method as recited in claim 2, wherein receiving the one or more bid amounts for the keyword includes synchronizing a shared database with one or more databases of one or more telephone directory listing sources from which the one or bid amounts are received.
12. (Previously presented) A method as recited in claim 11, wherein the synchronization is performed periodically.

13. (Currently Amended) A method as recited in claim 11, wherein the databases of telephone directory listing sources includes at least two databases of different formats that synchronize with the same shared database.
14. (Previously presented) A method as recited in claim 2, wherein query is associated with an interactive voice response system.
15. (Currently Amended) A method as recited in claim 2, wherein ~~crediting to the referral service~~ using web services includes placing transaction data in a queue.
16. (Previously presented) A method as recited in claim 15, wherein the transaction data is associated with a metadata that can be used to recover the crediting from a failure.
17. (Currently Amended) A system, comprising:  
a processor configured to:  
receive one or more bid amounts for a keyword, wherein each bid amount is associated with a telephone directory listing;  
return one or more telephone directory listings responsive to a query by a user associated with the keyword, wherein the responsive telephone directory listings are organized in an order associated with the respective bid amounts of the responsive telephone directory listings;  
receive an indication that a selected telephone directory listing included in the responsive telephone directory listings has been selected; and  
~~credit automatically to a referral service associated with the selected listing a portion split automatically~~ a bid amount received from an advertiser for the selected telephone directory listing between a referral telephone directory listing source associated with the user and an advertiser telephone directory listing source that returned the selected telephone directory listing using web services, including by generating web services transaction messages for a revenue sharing message system;  
wherein to return one or more telephone directory listings responsive to the query includes receiving from each of one or more telephone directory listing sources included in a plurality of telephone directory listing sources a corresponding set of one or more

telephone directory listings responsive to the query and for each telephone directory listing a corresponding bid amount; and  
a memory coupled with the processor, wherein the memory is configured to provide the processor with instructions.

18. (Cancelled)

19. (Cancelled)

20. (Cancelled)

21. (Cancelled)

22. (Cancelled)

23. (New) A method as recited in claim 2, wherein the revenue sharing message system includes access to the referral telephone directory listing source accounting system and the advertiser telephone directory listing source accounting system.

24. (New) A method as recited in claim 2, wherein the web services transaction messages include revenue-split transaction data.

25. (New) A method as recited in claim 2, wherein the web services transaction messages include transaction compensation metadata.

26. (New) A method as recited in claim 2, wherein the referral telephone directory listing source is associated with the user by being close to the user.

27. (New) A system as recited in claim 17, wherein the telephone directory listing is one or more of the following: a directory assistance listing and a local business listing.

28. (New) A system as recited in claim 17, wherein at least one of the one or more bid amounts is based at least in part on a time value.
29. (New) A system as recited in claim 17, wherein at least one of the one or more bid amounts is based at least in part on a distance value.
30. (New) A system as recited in claim 17, wherein the telephone directory listings are responsive to the query only if the telephone directory listings are associated with a location within a distance value from a location associated with one or more of the following: the query, the user, and the telephone directory listing source.
31. (New) A system as recited in claim 17, wherein receiving the one or more bid amounts for the keyword includes synchronizing a shared database with one or more databases of one or more telephone directory listing sources from which the one or bid amounts are received.
32. (New) A system as recited in claim 17, wherein the query is associated with an interactive voice response system.
33. (New) A system as recited in claim 17, wherein using web services includes placing transaction data in a queue.
34. (New) A system as recited in claim 17, wherein the revenue sharing message system includes access to the referral telephone directory listing source accounting system and the advertiser telephone directory listing source accounting system.
35. (New) A system as recited in claim 17, wherein the web services transaction messages include revenue-split transaction data.
36. (New) A system as recited in claim 17, wherein the referral telephone directory listing source is associated with the user by being close to the user.